



Association for Institutional Research in the Upper Midwest

# 2015 AIRUM Conference

## Tools for Smart IE Teams

Registration is now open for the 2015 AIRUM Conference: <https://www.regonline.com/2015airumconference>.

Join your colleagues from the Upper Midwest region at our annual get-together **November 12-13, 2015** at the Hilton Minneapolis/St. Paul Airport-Mall of America. Building on last year's theme, Pathways from IR to IE, this year's conference theme is intended to help your staff build skills and strategies for institutional effectiveness.

We are delighted to have Dr. Carrie Brimhall, Chief Academic Officer/Vice President of Academic Affairs at Minnesota State Community and Technical College as our keynote speaker. Dr. Brimhall has a background in IR/IE and will speak about leadership roles for staff at all levels of the organization.

We are also pleased to announce that we will be offering two half-day pre-conference workshops on **November 11, 2015**:

1. Donna Rae Scheffert is a national leadership expert who will facilitate a strength finder assessment based on *Strengths Based Leadership: Great Leaders, Teams, and Why People Follow*. (morning session)
2. Eri Fujieda and Ben Nagel (Winona State University) will offer a follow-up workshop to their well-received presentation at last year's AIRUM on Excel Power Tools, going into greater details on authoring interactive reports and creating engaging data visualizations. (afternoon session)

Visit <https://www.regonline.com/2015airumconference> to register.

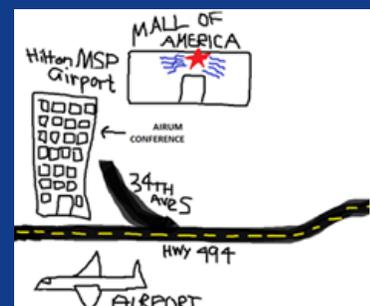
Cost: \$200 Conference registration / \$100 for Graduate Students

\$ 65 for each Pre-conference; \$115 for both / \$50 for both for Graduate Students

First-time attendee (non-graduate students) will be assessed a one-time, life-time AIRUM membership fee of \$25

## Hotel Information & Location

The 2015 AIRUM conference will be held at the Hilton Minneapolis-St. Paul Airport/Mall of America (3800 American Blvd E, Bloomington, Minnesota, 55425, USA). Located in lovely Bloomington, the hotel is next to the Minnesota Valley National Wildlife Refuge featuring a complete Visitor Center and over 8 miles of walking/jogging trails through the beautiful MN River Valley. The Hilton is one mile from the Mall of America and three miles from the Minneapolis St. Paul International airports; both of which are accessible via light rail just blocks from the hotel. The conference rate is \$132/night for reservations made by **October 14**.



# Plenary Speaker: Dr. Carrie Brimhall

## Dr. Carrie Brimhall, Chief Academic Officer and Vice President of Academic Affairs, Minnesota State Community and Technical College



Carrie Brimhall is the Chief Academic Officer and Vice President of Academic Affairs at Minnesota State Community and Technical College. She is a dynamic, authentic, and strategic leader who believes people are the heart of an institution. In her role, she focuses on developing and empowering teams, striving for continuous improvement, and using value-driven strategies to facilitate institutional change.

She has led accreditation efforts, directed large federal grants, revitalized academic programs, facilitated changes in developmental education to increase student success, and incorporated a center for teaching, learning, & technology across four campuses.

Dr. Brimhall is a graduate of the Minnesota State Colleges and Universities Executive Leadership program and has completed, published, and presented research focused on the high impact leadership strategies of community college presidents. In 2011, Carrie was named one of the “Top 40 executives under 40” in Prairie Business Magazine, an award given to professionals who provide inspiration for the entire business community through their determination to exceed expectations and willingness to work hard for success. In 2015, Carrie was named one of the Ten Outstanding Young Minnesotans (TOYM) by the Jaycees organization.

Dr. Brimhall has also served M State as Associate Vice President of Academic and Student Affairs, interim provost, dean of enrollment and director of recruitment and retention. She earned her doctoral and master’s degrees in organizational management, with a specialization in leadership at Capella University, her bachelor’s degree in communications at Concordia College and her associate of arts degree at Minnesota State Community and Technical College.

Carrie, her husband, and three children live in Fergus Falls, MN.

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### **AIRUM November 2015 Keynote Address by Carrie Brimhall** **Why checking the box is not moving the needle.**

At present, one of the biggest challenges in higher education is remaining focused on the mission of one’s institution while experiencing the conflicts between increased accountability measures and the problems inherent in delivering education in traditional ways.

The number of higher education rankings, definitions of success and stakeholders continues to grow exponentially. Institutional research professionals spend much of their time gathering and explaining data to celebrate or rationalize their institution’s position, while administrators form committees, pilot projects, and implement identified best practices.

Yet, the needle doesn’t move. Too often, leaders fall into a trap of rushing to demonstrate they are doing *something* to meet accountability challenges (checking a box) and in that rush they miss opportunities for success.

This keynote will describe the leadership strategies used by high performing leaders, speak to the elements of a leadership framework that leads to high performance, illustrate the impact of leadership strategies on college culture, and show how to move the needle.

# Morning Pre-Conference Workshop

Donna Rae Scheffert



## *Flex Those Muscles: Focusing on Strengths for Workplace Success*

This interactive workshop explores the topic of strengths from the individual, team, and organizational level. Focusing on a mindset of abundance, as opposed to scarcity, it helps participants uncover and capitalize on their own particular strengths as well as better understand the strengths of team members and coworkers. Centering on a sense of action, as opposed to frustration, it provides participants direction and insight for leading from anywhere in an organization.

A 200 level workshop, it includes a Leadership Lens for fostering workplace success built upon the popular Strengths 101 information. It is based on the book ***Strengths Based Leadership: Great Leaders, Teams, and Why People Follow*** by Tom Rath.

Participants will leave the workshop:

- understanding concepts of strengths and talents to discover individual strengths as well as those of coworkers
- learning how to utilize knowledge of their strengths to improve team and organizational results
- identifying four strengths-based leadership styles and how to foster them for higher performance
- practicing strengths-focused practices they can use on a daily basis

Participants are encouraged to purchase the workshop resource book by Tom Rath, complete the on-line assessment from the book prior to attending this workshop, discover their leadership profile, and be prepared to share the findings verbally with others. Also, participants are invited to bring a brief, one page written case study or current challenge to apply the strengths-based leadership concept.

# Afternoon Pre-Conference Workshop

Eri Fujieda and Ben Nagel

Eri Fujieda and Ben Nagel of Winona State University will conduct a half-day pre-conference workshop on Microsoft Excel 2013 “power” tools, including Power View and Power Pivot. This will be a hands-on

experience demonstrating how to author interactive reports and create engaging data visualizations. The relationship between these “power” tools to Power BI (i.e., Microsoft’s online suite of business intelligence tools) will also be addressed. Participants will need to bring their own computers with Office 2013 installed. A sample data set for download will be provided prior to the workshop.



# AIRUM 2015 Presentations

## Panel Discussion

- ◆ Building a Healthy IR Culture from the Foundation Up: Healthy Culture from the Analysts' Perspective | Sun No, Dan Regnier, Katie Rossow, Caro Smith
- ◆ Higher Education Compliance - Solving the Puzzle (so you don't have to) | Nicole Holland, Sally Gerlach

## Posters

- ◆ Assisting Campus Leaders Through an Internal Data Book within the Blackboard Learning Management System | Gregory Carlson
- ◆ Efficient Visual Data Displays | Jon Pedersen

## Research in Action

- ◆ A Comparison of Student Placement and Satisfaction between Six-Month Graduate Survey and Graduation Ceremony Exit Survey Methods | Viktor Brenner
- ◆ Accessing SLEDS data for your Institution | Meredith Fergus | Nichole Sorenson
- ◆ Assessing the IR/IE Office for Enhanced Effectiveness | Eri Fujieda | Cynthia DeVore | Michael Wallinga
- ◆ Assessment of Student Learning: Moving Beyond Compliance to Accountability | Steven Hawks
- ◆ Assisting Campus Leaders Through an Internal Data Book within the Blackboard Learning Management System | Gregory Carlson
- ◆ Be SMARTer: Goal setting | Ellen Roster
- ◆ Comparing Means versus Proportions in the Analysis of End of Course Evaluation data | Murali Kuchibhotla
- ◆ Designing, Implementing, and Interpreting Surveys for Actionable Results | Debra Hagen-Foley
- ◆ Developing Institutional Standards and Guidelines for Tableau Data Visualizations | McKinney Austin
- ◆ Engagement: How to get your campus engaged in decision making. | Jennifer Mans | Sally Bosshart
- ◆ Evolution of a University Factbook | Kari Herbison | Nicole Kraft
- ◆ Examining Associate Degree Student Outcomes Using Institutional and Clearinghouse Data | Scott Pakudaitis
- ◆ Factors Impacting First-Year Retention | Tabatha Miller
- ◆ Faculty Recruitment and Retention: Tracking and Analyzing | Allison La Tarte
- ◆ How Good is Your Retention Rate? Comparing Predicted to Actual First-to-Second Year Retention Rates | Natalie Solverson | Melissa Bingham
- ◆ Is your graphic worth 1,000 words? | Ellen Roster
- ◆ Let's Face It-We Need A Lift! | Carol Drechsel | Jodi Steiner | Carmen Williams
- ◆ Macros for Beginners | Caro Smith
- ◆ Mapping and modeling scholarly activity with free tools (google maps and Zotero / Mendeley) | Heidi Eschenbacher
- ◆ Maximizing IR's Data Impact: Tips, Tricks, and Lessons Learned Publishing with Tableau | Lesley Lydell | Serghei Tarabuhin
- ◆ Overcoming Versions of the Truth: An Overview of a Faculty Workload Analysis Tool | Andy Nelson
- ◆ Overview of UW-Eau Claire's Tableau Projects | Nicole Kraft
- ◆ Planning and Tracking Workload | Caro Smith
- ◆ Steps to implementation of an electronic assessment process: Lessons learned | Shari Jorissen
- ◆ The variables that inform the time a student takes to get a bachelor's degree | Doug Olney | Koji Fujiwara
- ◆ Time Saving Excel Formulas | Aaron Bach | Briana Johnson
- ◆ Turning the Assessment Mountain into a Molehill: Reducing Anxiety and Building Faculty Engagement | Jerry Redman | Jon Pedersen
- ◆ Using Data Analytics to Forecast New Student Enrollment | Brent Donnay | David Robinson

## Scholarly Research

- ◆ SmarterMeasures: Designing Research to Inform Practice | Elisabeth Palmer

# Seeking Graduate Students!!!

Currently, graduate students comprise less than 1% of the AIRUM membership. They are the future of the association and will eventually serve as its leaders. In recognition of that future, AIRUM is actively seeking to recruit more graduate student involvement in the association and annual conference. Continuing with our change three years ago, the price of registration for graduate students will be \$100, which is a \$100 discount on conference registration! In addition, graduate students are eligible to apply for the AIRUM scholarship for \$100 to cover the registration fee for attending the annual conference in November. The pre-conference price for graduate students will be \$50. Visit <http://airum.org> for additional conference and scholarship information.

## 2015 AIRUM Conference Scholarships

The AIRUM Steering Committee is again pleased to announce that three AIRUM Conference Scholarships are available for awards up to \$200 each. These scholarships are intended to cover the registration fee (but not membership) for attending the AIRUM Conference in Bloomington, Minnesota on November 12-13, 2015. The goal of the scholarships is to assist individuals whose work pertains to institutional research but who have been unable to attend an AIRUM Conference due to lack of institutional support for conference expenses.

Eligibility — to be considered you must meet all three of the following requirements:

- \* Be involved in work related to institutional research
- \* Never have attended an AIRUM conference
- \* Demonstrate that it is unlikely that your institution could provide you with the economic resources necessary to attend.

Application — a short (one page maximum) essay with the following items sent to [jbrey@carrollu.edu](mailto:jbrey@carrollu.edu) by October 19, 2015.

- \* A brief description of your current duties
- \* An explanation of why you want to attend the conference
- \* A short description of financial need

Award — each of the three scholarships covers the base conference registration fee of \$200. (\$100 for Graduate Students)

Selection Process — all applications received by October 19<sup>th</sup> will be reviewed by the AIRUM Steering Committee.

Applicants will be notified of the Steering Committee's decision shortly afterwards. If you have already registered and paid for the conference, your registration fee will be refunded if you are selected.

## Conference Presentations Online

The AIRUM Steering Committee has been collecting and posting AIRUM Conference Presentations for the last few years. Members are encouraged to submit recent and not-so-recent presentations for inclusion. The presentations may be accessed by clicking on the "Presentations at Past AIRUM Conferences" link on the AIRUM home page (<http://airum.org>). Make sure your work is recognized and send your presentations to [AIRUMonline@gmail.com](mailto:AIRUMonline@gmail.com) today!

When sending the file, please include the full name of each author, presentation title, and institutional affiliation. Each conference presentation will be listed in alphabetical order by the primary author.

## Treasurer's Report

Due to the increased costs related to offering a multi-day conference, the Steering Committee made cost-effectiveness a priority for this year. Even with some program reorganization and fat-trimming, the fact is that food and technical costs are increasing faster than our growing enrollment can help offset. For example, the ability to pay for attendance with credit cards and having wi-fi available to all attendees comes with a price, however, such services are, by now, assumed offerings (Last year 70% of registrations were paid for with credit cards). I do not believe we wish to return to the days where all payments had to be made by check (and I'm not just speaking as the person who had to process them all!). These are incurred costs that even the substantial reduction in printing and mailing cannot offset. So, after much consideration, we decided that a modest price increase (\$15 to base registration for members) was appropriate.

## AIRUM Experience Survey

The 2015 AIRUM Steering Committee would like to invite you to complete a short survey which asks about your experience with various IR functions and your willingness to be part of user groups or contacted by others for advice/assistance. Feedback during last year's AIRUM meeting at the AIR Forum revealed that AIRUM members would like to have an accessible directory that includes information about our members' experience/expertise. NOTE: This directory would be made available to AIRUM members only.

Click here for the [survey](#).

# 2015 Steering Committee and Volunteers

*The 2015 AIRUM Steering Committee is comprised of seven individuals representing a variety of institutions. The Steering Committee is comprised of seven members and an ex-officio Treasurer. Each member serves a three year term on the committee. Current members include:*

## **Jennie Robinson Kloos, Chair**

St. Catherine University (2015)

- Theme
- Workshops and Keynote
- AIR and AIRUM Business meetings
- Planning agendas

## **JR Brey**

Carroll University (2015)

- Tax Exempt Status
- Scholarships
- At a glance schedule
- Social Media
- Conference Folders and materials

## **Nicole Holland**

Walden University (2016)

- Proposal Review
- Door Prizes
- Experience Survey
- Workshops and Keynote

## **Tracy Williams**

Hamline University (2016)

- Hotel and food arrangements
- Tax Exempt Status
- Conference Folders and materials

## **Emily Berg**

North Dakota State University (2017)

- Hotel and food arrangements
- Conference Technology
- Proposal Review
- Conference Folders and materials

## **Eri Fujieda**

Winona State University (2017)

- Evaluations
- Program Book
- Pre-Conference Workshop Presenter
- Workshops and Keynote
- Convener assignments

## **Ellen Carmody Roster**

Ridgewater College (2017)

- Workshops and Keynote
- Newsletters

Ex-Officio: **Leonard Goldfine**, Treasurer

- Membership
- Conference Registration
- AIRUM Budget

Special Thanks to

**Debbie Furlong** (Listserv)

**Carol Drechsel** (Webmaster)

**Ron Huesman** (AIR Liaison)